



**LEGISLATIVE
FISCAL BUREAU**

STATE OF WISCONSIN

JANUARY 2023

Informational Paper #96

State Tourism Promotion

State Tourism Promotion

Prepared by

Moriah Rapp

Wisconsin Legislative Fiscal Bureau
One East Main, Suite 301
Madison, WI 53703
<http://legis.wisconsin.gov/lfb>

State Tourism Promotion

Introduction

The state has been involved in tourism promotion activities for more than 60 years. Chapter 403, Laws of 1959, directed the then-Department of Resource Development to survey the tourism industry, collect data on the scope of the industry, and recommend ways and means of stimulating it. Over the past several decades, state-sponsored research of the tourism industry has continued, and tourism promotion has expanded to include such activities as: (1) advertising the state's scenic, historic, cultural, recreational, and other attractions through digital, print, radio, and television communications; (2) providing information to prospective travelers by internet, social media, and telephone; (3) developing cooperative marketing programs with the state tourism industry; (4) administering tourism-related grants; and (5) administering tourism development programs that assist businesses and municipalities in identifying marketable features that may attract customers.

The Department of Tourism is headed by a Secretary appointed by the Governor and subject to Senate confirmation. The Wisconsin Arts Board is budgeted under Tourism, and the State Fair Park Board and Kickapoo Reserve Management Board are attached for limited administrative purposes.

The Council on Tourism is responsible for advising the Department, including formulation of an annual statewide tourism marketing strategy. The Council's 21 members include 14 gubernatorial appointees, the Secretary of Tourism, the Executive Secretary of the Arts Board, the Director of the Historical Society (or designees), and four appointed state legislators, one from each party of both the Senate and Assembly. Nominations for

appointments to the Council are sought from various associations, organizations and businesses related to tourism, including Native American tourism. Appointments seek to reflect the diversity of the tourism industry and achieve geographical balance throughout urban and rural areas of the state. All members, except ex-officio members, are required to have experience in marketing and promotion strategy.

Economic Impact of Travel

Tourism is considered a significant part of the state economy. However, different persons may have different conceptions of tourism. Some may view tourism as leisure travel by persons outside the area, while others may also include business travel or purchases of leisure goods by residents of an area.

Tourism contracts with Longwoods International and Tourism Economics to research annual traveler expenditures and resulting economic impacts. The contract cost for this research was \$226,300 in 2021-22.

Longwoods International's Travel USA program randomly solicits survey participation each quarter from a national sample. For the study of the 2021 travel year and its impacts, Longwoods International received responses describing approximately 2,666 overnight trips and 1,690 day trips. Analysis of these responses forms the basis of estimates of total visitors, visitor spending, and other visitor characteristics. Longwoods and Tourism Economics use these findings, in combination with other data sources, to estimate total traveler spending and visits, as shown in Table 1.

Table 1: Estimated Spending by Travelers

Calendar Year	Visitor Spending		Overnight Visits	
	Amount (Billions)	Percent Change	Number (Millions)	Percent Change
2011	\$9.90	--	34.8	--
2012	10.38	4.8%	37.3	7.2%
2013	10.84	4.4	38*	1.9*
2014	11.42	5.4	39*	2.6*
2015	11.92	4.4	39.8	2.1*
2016	12.31	3.2	40.7	2.3
2017	12.69	3.1	41.4	1.7
2018	13.32	5.0	42.4	2.4
2019	13.69	2.8	42.8	0.9
2020	9.80	-28.4	32.3	-24.5
2021	12.86	31.2	39.9	23.5

*Some reports provide more rounded estimates of overnight visits.

For 2021, Tourism Economics estimates that Wisconsin tourism generated \$12.86 billion in direct visitor spending. According to a separate study conducted by Longwoods International, 60% of Wisconsin's domestic travel in 2021 were day trips, and 40% were overnight trips. These included travel for leisure, vacation, persons visiting friends or relatives, and business or convention travelers. The same study estimates the visitor spending by sector as follows: lodging (41%), restaurant food and beverage (24%), retail purchases (15%), recreation and entertainment (11%), and transportation at destination (11%). These research reports and associated data, including county-level statistics, can be found on Tourism's website.

The U.S. Bureau of Economic Analysis estimates the nominal gross domestic product (GDP) of Wisconsin at approximately \$369 billion for 2021. The 2021 expenditure estimates therefore suggest direct visitor spending may account for perhaps 3.5% of total state GDP.

Tourism Promotion Funding

Tourism promotion-related appropriations generally have remained within a range of \$15 million to \$17 million annually in recent biennia, with a majority of each year's funding dedicated to marketing of the state. Table 2 shows historic funding levels for tourism promotion and program operations. (Table 2 excludes the Kickapoo Valley Reserve and the Arts Board, which have been budgeted under Tourism during some of the period shown. These entities are discussed in detail at the end of this paper.) In 2022-23, the Department is provided \$16,946,700 for tourism promotion functions, which includes: (1) \$5,975,900 in state general purpose revenues (GPR); (2) \$9,367,300 from program revenues (PR); and (3) \$1,603,500 from the segregated (SEG) transportation and conservation funds. The Department is also authorized 30.0 tourism development positions, of which 29.0 are GPR-supported and 1.0 is PR-supported.

Table 2: Tourism Promotion Funding Levels

Fiscal Year	GPR	PR	SEG	Tourism Marketing Total	GPR	PR	SEG	Other PR	Tourism Total
	Tourism Marketing	Tourism Marketing	Tourism Marketing		Program Operations	Program Operations	Program Operations		
2013-14	\$1,827,100	\$9,127,100	\$1,591,300	\$12,545,500	\$2,685,000	\$0	\$12,100	\$110,100	\$15,352,700
2014-15	1,827,100	9,127,100	1,591,300	12,545,500	2,688,400	0	12,100	110,300	15,356,300
2015-16	2,327,100	9,127,100	1,591,400	13,045,600	2,680,000	345,300	12,100	109,000	16,192,000
2016-17	1,827,100	9,127,100	1,591,400	12,545,600	2,680,000	324,500	12,100	109,000	15,671,200
2017-18	1,909,600	9,127,100	1,591,400	12,628,100	2,464,600	319,300	12,100	99,100	15,523,200
2018-19	1,827,100	9,127,100	1,591,400	12,545,600	2,506,500	319,300	12,100	99,100	15,482,600
2019-20	2,080,400	9,127,100	1,591,400	12,798,900	3,231,800	133,400	12,100	99,100	16,275,300
2020-21	2,571,000	9,127,100	1,591,400	13,289,500	3,321,600	133,400	12,100	99,100	16,855,700
2021-22	2,571,000	9,127,100	1,591,400	13,289,500	3,404,900	141,100	12,100	99,100	16,946,700
2022-23	2,571,000	9,127,100	1,591,400	13,289,500	3,404,900	141,100	12,100	99,100	16,946,700

Table 3: Comparative Tourism Budgets

State	2011-12		2020-21		Percent Change (FY12 to FY21)	
	Total (millions)	Per Capita	Total (millions)	Per Capita	Total	Per Capita
Illinois	\$54.6	\$4.24	\$61.9	\$4.88	13%	15%
Iowa	3.8	1.23	3.7	1.14	-4	-7
Michigan	27.4	2.78	15.0	1.49	-45	-46
Minnesota	8.3	1.56	15.6	2.73	88	75
Wisconsin	15.2	2.66	16.9	2.86	11	7
Combined Average	\$21.9	\$2.96	\$22.6	\$3.01	3.4%	1.6%

Source: Digital state budget documents, U.S. Census Bureau, U.S. Travel Association

Tourism's three primary marketing appropriations (GPR, tribal gaming PR and transportation SEG) are all biennial appropriations. Biennial appropriations allow Tourism to expend the total funds appropriated at any point in the biennium, including transferring expenditure authority from the second year to the first year of a biennium. Unencumbered funds, if any, revert back to the funding source at the close of the biennium. Tribal gaming PR reverts to the state general fund.

Table 3 compares the Wisconsin Department of Tourism budget with those of other states in the region and indicates the change in funding levels for each state between 2011-12 and 2020-21. Per capita funding is based on the July 1 population estimate from the U.S. Census Bureau for the beginning of the respective fiscal year. For 2020-21,

Table 4: Tourism Marketing Expenditures (2021-22)

Category	Amount	% of Total
Advertising	\$8,712,500	71.3%
Joint Effort Marketing (JEM) Grants	996,100	8.2
Public Relations	816,500	6.7
E-marketing/Tourism website	486,600	4.0
Other Grants	372,500	3.0
Customer Services/Publications	316,800	2.6
Multicultural Marketing Program	200,000	1.6
Tourism Impacts Research	161,600	1.3
Wisconsin Welcome Centers	135,800	1.1
Association Dues and Miscellaneous	<u>20,300</u>	<u>0.2</u>
Total	\$12,218,700	100.0%

Note: Amounts are state funding. Certain one-time federal funds are excluded.

Wisconsin ranked second among the states in both tourism budget totals and budgeted dollars per capita. Most of these states' tourism budgets are financed from state general fund taxes. Some state tourism offices are at least partly supported by special-purpose taxes, such as those on casinos, gaming centers and hotel operators.

Tourism Marketing Activities

The marketing component of the Department's budget directly affects the level of advertising and other activities that can be supported by Tourism. A total of \$13,289,500 is budgeted for marketing activities in 2022-23, with \$2,571,000 GPR, \$9,127,100 tribal gaming PR, and \$1,591,400 transportation fund SEG. These marketing funds account for 78% of the Department's budget in 2022-23, excluding the Arts Board.

Table 4 provides a breakdown for tourism marketing expenditures in 2021-22. Most marketing expenditures were for advertising, with a significant amount also expended for grants, particularly the Joint Effort Marketing (JEM) program. Expenditures shown in Table 4 do not include encumbered or other unexpended amounts Tourism has transferred to 2022-23 under its biennial expenditure authority for marketing.

Annual Statewide Marketing Strategy

Annually, the Department is statutorily required to formulate a marketing strategy for Wisconsin destinations, which is to guide the decisions and expenditures made throughout the year. The statutes specify the Secretary is to form the annual marketing strategy under consultation with five selected members of the Council on Tourism, although Tourism reports the full Council customarily provides advice. In addition to guiding state-level tourism marketing, the Department is also directed to implement the marketing strategy in conjunction with the plans and programs of private tourism enterprises. Further, the Department is required annually to report to certain standing committees of the Legislature on marketing activities and efforts for the previous fiscal year.

Advertising

The Department of Tourism manages the state's tourism marketing campaigns, which utilize print, billboard, Internet, email and other forms of advertising to encourage travel in Wisconsin. The Department reports that it focuses much of this advertising in large Midwest population centers such as Chicago, Minneapolis-St. Paul, and in-state areas such as Milwaukee, Madison, and Green Bay. Tourism reports that it also began efforts to expand to markets in Iowa, Minnesota, Wisconsin, and Illinois, using funding provided beginning under 2019 Wisconsin Act 9, the 2019-21 biennial budget act.

Tourism advertising campaigns are structured around consumers' travel motivations as revealed through a digital 'Propensity to Visit' model. This proprietary model attempts to estimate financial returns on advertising spending using data from market research company Longwoods International and visitation data company Arrivalist. Tourism expects a research-based approach to advertising development would allow the Department to continually adapt its branding

strategy to respond to shifts in consumer motivations, and identify potential new markets.

Co-op Advertising. Through its contract with Hiebing, discussed later, the Department offers opportunities for in-state tourism partners to secure advertising via its co-op advertising program. Tourism negotiates reduced rates for advertising media by using its collectively greater buying power to obtain a more cost-effective rate. Partners then purchase advertising in private media through Hiebing. The result is that smaller tourism partners may receive the benefit of lower rates and a wider audience than they would expect to pay individually. This generally allows destinations the ability to advertise more economically in larger markets. In the case of Department-administered outlets such as email and social media, the Department sets rates intended to cover costs associated with the programming.

Co-op advertising opportunities may be available through the following media: (1) on Tourism's social media accounts on Facebook and Twitter; (2) on Tourism's website, TravelWisconsin.com; (3) in regular emails sent by Tourism to subscribers that have signed up with the Department to receive such communication; (4) in periodic special sections of high-circulation newspapers in the Midwest; (5) on banner advertisements on major Midwest newspapers' websites; (6) in the Department's publications; (7) on the radio; and (8) through internet search engine marketing. Local or regional marketing groups may also purchase access to data analysis describing travelers to their area. Tourism reports that advertising of \$81,900 in calendar year 2020 and \$210,800 in calendar year 2021 was purchased through the co-op program. The program had 55 and 72 participants in calendar years 2020 and 2021, respectively. Tourism reports that, due to COVID-19, the program was ceased for approximately one third of 2020.

Marketing Contracts. Tourism uses services of private firms under contract to carry out several of

the marketing and advertising activities described earlier. Tourism is billed either by project or on a monthly basis, depending on the contract. Tourism reports these private firms provide marketing services on a more cost-effective basis than the Department would likely be able to provide on its own. For example, the marketing agency Hiebing is responsible for Tourism's general advertising, including: (1) creating and placing general advertising in print, broadcast and internet-based media; (2) public relations efforts; (3) marketing research; and (4) the co-op advertising program. Tourism has contracts with Simpleview, Ascedia and Turner for various website development, content management, and public relations functions. Fiscal year 2021-22 expenditures for the contracts totaled \$8,842,000 with Hiebing, \$150,800 for Simpleview, \$244,900 for Ascedia, and \$856,200 for Turner. Using funds from the federal American Rescue Plan Act (ARPA) and the U.S. Economic Development Administration, Tourism spent an additional \$4,394,200 in federal funding in its contract with Hiebing.

The Department contracts with Native American Tourism of Wisconsin (NATOW) to provide tribal marketing services. NATOW promotes awareness of Wisconsin's Native American tribes and the tribes' tourist destinations, including notable cultural and natural sites. For the 2021-23 biennium, the contract totals \$200,000 annually. Tourism also conducts multicultural advertising under its contract with Hiebing to target communications to diverse audiences.

Office of Marketing Services (OMS)

The Department operates the Office of Marketing Services (OMS) to provide to state agencies services such as marketing plan development, market research, public relations, and advertising. Under the arrangement, Tourism assesses state agencies charges for marketing services sufficient to cover Tourism's cost in providing the services. Typical projects may include recruitment videos, marketing of annual conferences, awareness

campaigns for state programs, and agency publications, among others.

Tourism is authorized 1.0 PR position for the office. In 2020-21, Tourism provided approximately 1,100 hours of staff time for 24 projects, with revenue of \$100,100. In 2021-22, it provided approximately 1,400 hours to 13 projects, with revenue of \$128,000. Due to the COVID-19 pandemic and long-term reductions in group gatherings, Tourism reports that OMS did not complete a typical project load.

Office of Outdoor Recreation (OOR)

The Department operates the Office of Outdoor Recreation (OOR) to facilitate the promotion of Wisconsin's outdoor recreational opportunities and to connect businesses in the outdoor recreation industry. During the 2021-23 biennium, OOR's projects have included: (1) creating a stakeholder contact database; (2) developing an outdoor recreation economic impact report with input from a private research firm; (3) creating the digital 'Wisconsin Trail Report,' which lists weather and ground conditions for hiking and biking trails; (4) developing an outdoor business directory; (5) creating a free, downloadable toolkit to advise communities on safe recreation during the COVID-19 pandemic; and (6) organized an episode segment in *Backpacker Magazine*, which featured some of the Department's tourism partners and outdoor recreation businesses. Tourism is authorized 3.0 GPR two-year project positions for the office in the 2021-23 biennium, as well as funding of \$353,800 GPR in each year on a one-time basis.

Traveler Outreach

A primary means of the Department providing information on attractions, accommodations, historic sites, restaurants, and events throughout the state is its tourism database. The database accepts business or event entries directly or through chambers of commerce and convention and

visitors bureaus that serve the area in which the attraction is located. Attractions listed in the database are the basis for much of the content appearing on TravelWisconsin.com, as well as in other Tourism promotional materials.

Tourism offers phone- and internet-based services for prospective travelers seeking information on destinations in the state. The Department's website, TravelWisconsin.com, has been used increasingly often in recent years to find information on Wisconsin destinations. Tourism reports total unique page views were 20.3 million in calendar year 2020 and 21.3 million in calendar year 2021, as well as 5.9 million new users in 2020 and 6.9 million in 2021. Tourism has also developed social media platforms on Facebook, Twitter, Pinterest, and Instagram, totaling over 860,000 followers as of December, 2022.

Tourism reports that its website and social media accounts are the primary media in which it shares videos that the Department may produce internally. 2019 Act 9 reallocated 2.0 existing vacant positions to video production from other responsibilities beginning in 2019-20, and also reallocated existing marketing funding for the acquisition of video production equipment. Tourism reports that videos produced by internal staff may be posted on its website, shared online, and shared with other media outlets to publicize Wisconsin locations or destinations.

Tourism operates toll-free informational phone numbers, email, and paper mail by which prospective visitors can contact the Department for trip planning assistance. Phone lines are open Monday through Friday, 8:00 am to 4:00 pm. Tourism received approximately 6,700 and 7,700 visitor communications in calendar years 2020 and 2021, respectively.

Those who contact Tourism by phone, mail, email or online can request to have informational packets sent to them. The Department estimates that it sent 40,900 and 35,300 packets in calendar

years 2020 and 2021, respectively. In calendar year 2021, Tourism sent approximately 10,000 arts and crafts packets and approximately 15,000 event guide packets to requestors.

Other Marketing Activities

The Department of Tourism markets Wisconsin as a traveler destination in various other ways. It produces several informational publications, which are distributed throughout the state, sent to persons calling the Department in response to tourism advertisements, and posted on TravelWisconsin.com. The Department also arranges customized familiarization tours to various parts of the state each year for travel writers. Further, the Department uses its website, call center, email newsletters, direct mail newsletters, press releases, interviews, and public service announcements to alert the public and the media of ski and snowmobile trail conditions, fall colors, and upcoming events.

Grants

Joint Effort Marketing (JEM) Grants

In an effort to help nonprofit tourism promotion organizations publicize innovative events and attractions in the state, the Department administers the JEM grant program funded from tourism's marketing appropriations. Public agencies and private nonprofit organizations, including any tribal government or not for-profit tribal entity, may submit applications for grants to develop publicity and produce and place advertising.

Under the JEM program, Tourism may reimburse up to 75% of the total promotional (marketing) budget for the first year of a project, up to 50% for the second year of a project, and up to 25% for the third year of a project, although not all types of JEM grants are eligible for multiple

years of funding. JEM grants must also not exceed 50% of a project's total annual costs. Along with these annual percentage caps, Tourism has set annual dollar limits for each grant. JEM grants may be used to fund promotional costs related to the following items and media: (1) magazines; (2) newspapers; (3) radio; (4) television; (5) email; (6) internet; (7) direct mail; (8) media kits; and (9) billboards. Expenses ineligible for JEM grants include: (1) operational costs; (2) local advertising; and (3) posters and brochures that are not direct mailed.

Department staff review JEM grant applications and discuss these with a review committee of the Council on Tourism. The review committee then forwards recommendations to the Tourism Secretary for final approval. In order to make a grant, the Department must determine that: (1) the applicant has developed an advertising plan and budget; (2) the project coordinates with the statewide tourism marketing strategy; (3) the project has broad appeal and targets markets outside the local area; (4) the project will generate a substantial increase in tourist visits and expenditures; (5) the applicant is able to pay its share of the project costs; and (6) if the project is a continuing event, it has the potential to be self-sufficient within three years.

Events awarded JEM grants in the 2021-22 fiscal year are listed in Appendix I. By statute, Tourism must expend at least \$1,130,000 annually on the JEM program, and Tourism makes grant awards of this amount or greater. However, grants are paid on a reimbursement basis, meaning some 2021-22 awarded grants may be paid in 2022-23 or later. Further, grants in some cases are not fully expended, due to changes in the event or in marketing plans. As a result, actual expenditures for a given fiscal year may not match the amount of awards in that year; as an example, 2021-22 program expenditures in Table 4 differ from awards shown in Table 5 and Appendix I.

The JEM grant program offers five different

grant options: (1) destination marketing; (2) new event; (3) sales promotion; (4) existing event; and (5) one-time/one-of-a-kind event. Table 5 summarizes each category of the grant, including maximum yearly amounts, years of eligibility, and 2021-22 awards.

Ready, Set, Go! Grants

Tourism has set aside \$220,000 per biennium from its tribal gaming PR marketing appropriation for Ready, Set, Go! grants. The grants are intended to assist destinations in securing competitive sporting events that require an upfront commitment of capital. The Department accepts applications three times a year and applicants may request up to 50% of bid or other fees associated with attracting the event, up to a maximum \$20,000. Events must not be regularly scheduled, or rotating among destinations within the state. Events receiving JEM grants are not eligible for these grants.

Tourism made nine grants for a total of \$111,997 in 2020-21, and seven grants for \$102,762 in 2021-22. Events awarded Ready, Set, Go! grants in 2020-21 and 2021-22 are listed in Appendix II.

Meetings Mean Business Grants

Tourism administers Meetings Mean Business grants to improve, relative to other out-of-state locations, the position of Wisconsin destinations to attract regional or national business meetings. The Department has set aside \$220,000 per biennium from its tribal gaming PR marketing appropriation for grants. Grants cover up to 50% of the costs of convention facilities rentals, shuttles or similar transportation costs within the destination city, or other hosting costs such as promotions of the host city or rebates for guest rooms, with a maximum of \$20,000. The Department accepts applications three times a year. Applications must be submitted at least 180 days before the event for events that have already been secured, or 90 days before for

Table 5: Joint Effort Marketing (JEM) Grant Awards

Type	Description	Maximum Annual Project Amount	Years of Eligibility For Funding	2021-22 Awards
New Event	Projects promote an inaugural event planned to continue in subsequent years.	\$39,550	Three*	\$224,000
Existing Event	Projects promote an existing event targeting new geographic areas or audiences, or using new media.	39,550	Two**	416,900
Sales Promotion	Projects that encourage visits from targeted markets by publicizing discounts or incentives.	39,550	Two**	59,600
One-Time/ One-of-a-Kind Event	Projects marketing unique events that are unlikely to return to an area but will generate regional or national media attention.	28,250	One	84,300
Destination Marketing	Projects involving three or more municipalities and appearing during low-traffic periods. Projects comport with the statewide marketing strategy and attract either extended regional visitors or convention and motorcoach business.	39,550	Three*	345,200
				<u>\$1,130,000</u>

* Funding may be awarded in nonconsecutive years.

** Funding must occur in consecutive years.

those not yet secured. Applications must also be submitted by a local chamber of commerce, convention and visitors bureau or other similar destination marketing entity. The recipient must also provide a funding match at least equal to any amounts provided by Tourism. Events must not be regularly scheduled, or rotating among destinations within the state. Events receiving JEM grants are not eligible for these grants.

Tourism awarded two grants for \$27,230 in 2020-21 and seven grants for \$117,238 in 2021-22. Grants awarded in those years are for events taking place as late as 2025. Events awarded Meetings Mean Business grants in 2020-21 and 2021-22 are listed in Appendix III.

Tourism Information Center (TIC) Grants

Tourism provides \$160,000 tribal gaming PR annually for a competitive grant program to support local tourism promotion organizations,

such as convention and visitor bureaus and chambers of commerce. TICs are required to provide informational or promotional materials on area attractions, and must be in a place that a visitor to the area would be reasonably assumed to stop while traveling to a cultural or recreational destination. TICs must also track visitors and provide staffing to assist travelers. A TIC must be likely to generate increased visitors to the region or state and to make a positive economic impact in the state. Tourism offers grants on a semiannual basis, with January 1 and July 1 application deadlines.

TIC grants are available to cover staffing costs related to the distribution of travel information to visitors, as well as structural expenses, such as publication displays and signage. TIC grants may be for up to 50% of the grantee's eligible costs. TIC grants are also capped at a maximum of \$15,000. Eligible grantees include municipalities, Native American tribes or other nonprofit organizations with a purpose of promoting

Table 6: Wisconsin Welcome Centers

Location	Operating Entity	2020-21	2021-22*	CY21 Visitors
Beloit	Visit Beloit	\$51,975	\$52,475	63,450
Kenosha	Kenosha Area Convention & Visitor Bureau	41,495	41,995	50,060
La Crosse	La Crosse Area Convention & Visitor Bureau	20,000	20,500	24,979
Marinette	City of Marinette	3,150	3,650	15,198
Platteville	Platteville Area Chamber of Commerce	3,150	3,650	11,797
Prairie du Chen	Prairie du Chien Area Chamber of Commerce	8,400	8,900	15,538
Superior**	Superior and Douglas County Area Chamber of Commerce	<u>3,150</u>	<u>3,650</u>	<u>13,508</u>
Totals		\$131,320	\$134,820	194,530

* Excludes in miscellaneous supplies costs shown for Wisconsin Welcome Centers in Table 4.

**Permanently closed after 2021-22.

tourism and business in the local area or state. Awardees for 2021-22 are shown in Appendix IV.

Wisconsin Welcome Centers

Tourism provides funding to six facilities known as Wisconsin Welcome Centers (WWCs), typically located on the state's border or other major thoroughfares, where visitors may obtain information about tourism destinations throughout the state. As of January of 2023, sites operating WWCs include Beloit, Kenosha, La Crosse, Marinette, Platteville, and Prairie du Chien. WWCs in Beloit, Kenosha, and La Crosse operate at Department of Transportation rest areas rent-free. Funding allocated to these centers, along with visitor counts, are shown in Table 6.

In return for state funding, the sites display Tourism's TravelWisconsin.com on materials throughout the center, including on apparel worn by staff persons. Funding provided represents what Tourism considers the purchase of advertising space at each center for signage, travel guides, and other promotional materials. Other requirements imposed by Tourism include, among others, certain operating hours and staff levels, tracking of visitors to the center, an approval process for what brochures are displayed, and the requirement that all brochures are free.

In addition to operational support from Tourism, TWWCs operate with funding from a

variety of other sources, including: (1) TIC grants; (2) general budgets of the entity; (3) other area visitors bureaus, chambers of commerce or economic development organizations; (4) local room tax revenues; (5) grants from the host city or county; and (6) in-kind contributions from public and private sources.

Other Tourism Promotion Activities

Travel Green Wisconsin

Travel Green Wisconsin (TGW) began statewide in 2007 as a program to recognize and certify tourism-related businesses that voluntarily minimize their waste, energy use, and overall environmental footprint. Certified participants may use the TGW logo in their promotional and marketing materials, and are listed on Tourism's program website.

During the 2021-23 biennium, Tourism made substantial changes to TGW, including: (1) a pledge-based application for participants, rather than the previous certification-based application; (2) electronic application process; (3) removal of application fee such that the program is free; and (4) a new logo.

The updated program was announced in October of 2022, with a participant application deadline of January 23, 2023. Although an updated count of participants is unavailable, Tourism had estimated 500 active participants prior to the program changes.

Regional Tourism Specialists

The Department has four tourism specialists located in regions throughout the state to assist local areas developing their tourism resources, including informing local businesses and organizations of grant and other resources available through the Department and other public and private sources.

Regional tourism specialists carry out two specific programs to assist local tourism-oriented businesses in developing their destinations. One is a customer service training program, in which specialists work with local businesses to refine their presentation to and interaction with customers to improve customer experiences at area destinations. A second program is a destination assessment program, in which specialists identify an area's destinations and other assets, and recommend means of further promoting or developing those resources to attract additional visitors. These assessments typically take several months. The specialists work in the Northeast, Northwest, Southwest, and Southeast regions of the state. Figure 1 illustrates the areas of the state covered by each specialist.

Governor's Conference on Tourism

The Wisconsin Governor's Conference on Tourism is an annual event arranged to bring national experts on tourism to Wisconsin to educate in-state tourism businesses and organizations. The event is several days long and structured as multiple seminars and workshops for participants. The Department traditionally convenes the Governor's Conference on Tourism each spring.

Figure 1: Program Areas for Regional Tourism Specialists



Boards and Attached Agencies

The Department of Tourism budget currently includes that of the Wisconsin Arts Board. Additionally, the State Fair Park Board and Kickapoo Reserve Management Board are statutorily attached to Tourism for administrative purposes. In practice, Tourism reports that it does not provide any administrative services to either attached Board, as the Department of Administration now provides these services to all three entities under shared services agreements.

Arts Board

The Arts Board is a 15-member, Governor-appointed body responsible for promoting the development of the arts in Wisconsin through grants in aid and other program assistance. Members have three-year terms and must be residents of the state known for their concern for the arts. The Board must have at least two members each from the northwest, northeast, southwest, and southeast areas of Wisconsin.

While previously an independent board, beginning in 2011-12 the Arts Board has been budgeted under Tourism, with budgeting and staffing carried out under the direction of the Executive Secretary and Board. The Board selects the Executive Secretary, who serves at the Board's pleasure.

In 2022-23, the Arts Board is budgeted state funding of \$782,200 GPR and \$44,900 PR, and authorized positions include 3.0 GPR and 1.0 supported by federal funding (FED). Prior to being consolidated with Tourism, the Board's state funding was \$3.0 million. Current funding levels are intended to provide the minimum amounts necessary to match federal funding provided by the National Endowment for the Arts (NEA), which requires an equal state match on its grant awards. These awards totaled \$887,100 for 2021-22 and \$954,500 for 2022-23.

Available state and federal funding for 2022-23 staff, operations, and grants are shown in Table 7. As of December, 2022, total appropriations of match-eligible state funding are \$807,100 in 2022-23, including \$782,200 GPR and \$24,900 tribal gaming PR. The Arts Board would require additional state funding of \$147,400 to receive the entire federal grant for 2022-23.

The statutes require that any recipient of a grant from the Arts Board perform a public

service. The Arts Board defines public service as an activity that increases public awareness of state artists and artistic resources, such as an exhibition, a publication, a performance, an artist in residence, a lecture or demonstration, or a workshop. Also, the public activity must: (1) include a public announcement of its occurrence; (2) be in a place accessible to persons with disabilities; and (3) relate clearly to the purpose of the grant.

The following paragraphs briefly summarize current grant programs offered by the Arts Board. For discontinued programs, see previous versions of this informational paper available on the Legislative Fiscal Bureau's website. For specific program eligibility requirements, see the Arts Board website.

Creation and Presentation Grants. Creation and Presentation Grants are awarded to established nonprofit arts organizations to assist with their operations or creation and presentations of arts programming. Eligible recipients are nonprofit arts organizations, including college or university and local or tribal arts groups that conduct artistic activities in at least the three consecutive years preceding application. Groups must have public participation in arts program planning, and must have a primary mission of creating and/or presenting artistic works or performances that benefit the general public. Organizations based on

Table 7: Arts Board 2022-23 Budget

Category (State Fund Source)	State	Federal	Total
Staff and Operations (GPR)	\$306,200	\$234,000	\$540,200
Grants (GPR and PR)			
Creation and Presentation	\$133,900	\$639,200	\$773,100
Creative Communities	129,000	32,300	161,300
Regranting	116,700	0	116,700
Arts Challenge Initiative	60,000	0	60,000
Woodland Indian Arts Initiative	24,900	0	24,900
Folk Art Apprenticeships	0	37,000	37,000
Miscellaneous (Other Aids)	<u>36,400</u>	<u>12,000</u>	<u>48,400</u>
Subtotal - Grants	\$500,900	\$720,500	\$1,221,400
Total Available	\$807,100	\$954,500	\$1,761,600
Unmatched Federal Funds/State Shortfall	\$147,400		
Total with Additional State Match	\$954,500	\$954,500	\$1,909,000

presentations and performances must present at least four performances from artists outside the presenters' communities. Recipient groups must also provide an equal match of funding.

Creative Communities Grants. The Creative Communities Grant program provides funding in one of three areas: (1) arts education, which provides funding to schools or community organizations that use professional artists to work with K-12 students on a short-term basis; (2) local arts, which provides funding to community groups or local government agencies to plan and implement arts programming; and (3) folk and traditional arts, which provides funding to groups specializing in traditional artistry of tribes or ethnicities. Organizations must have been operating in at least three consecutive years preceding application, and must provide an equal match of funding. Applicants for Creation and Presentation Grants may not apply for funding through the Creative Communities Grant.

Wisconsin Regranting Program. The Wisconsin Regranting Program provides funding to local arts agencies and partner foundations for the groups to disburse as grants throughout the state. Initial recipients of state funds are subject to equal match requirements; match requirements of secondary recipients vary throughout the state.

Arts Challenge Initiative. The Arts Challenge Initiative awards grants to arts organizations that exceed fundraising in successive years. The program is intended to use potential additional state funding matches to promote growth in arts organizations' revenues from both programming offerings and fundraising. The Arts Challenge Initiative has not been appropriated any funding directly since the 2008-09 fiscal year. However, the Arts Board continues to award sustaining grants to certain minority-focused organizations in the Milwaukee area under its general appropriation for state aid for the arts. The Arts Board requires awards to be matched by an equal amount from recipients.

Folk Arts Apprenticeship Program. The Folk Arts Apprenticeship Program provides grants of \$3,500 to support the teaching of apprentices by master artists and performers, such as musicians, singers, or dancers.

Other Aids and Assistance. The Arts Board typically budgets funds for Arts Midwest, a regional body that promotes artists and arts programming, and makes grants, primarily in Illinois, Indiana, Iowa, Michigan, Minnesota, North Dakota, Ohio, South Dakota, and Wisconsin. The organization is supported by the member states, the NEA and other funds donated by individuals and foundations. The Arts Board also budgets funding for Arts Wisconsin, a statewide advocacy and assistance organization for local artists and arts organizations. The Arts Board reports for 2022-23, its yearly dues payments were \$36,400 to Arts Midwest and \$10,200 to the National Assembly of State Arts Agencies.

Additionally, the Arts Board provides technical assistance to local arts agencies, including marketing and various aspects of organizational development, such as strategic planning, fundraising, project or program evaluation, volunteer cultivation and leadership succession. The Arts Board reports technical assistance is intended to provide input on how organizations establish and grow in their communities, while grant funds provide financial means to implement these efforts.

Kickapoo Reserve Management Board

Tourism has administered the Kickapoo Valley Reserve since 1996. Since 2015-16, the Kickapoo Valley Reserve is budgeted as a separate agency. While it remains administratively attached to Tourism under statute, in practice it receives administrative services from the Department of Administration. The Kickapoo Valley Reserve comprises approximately 8,600 acres of land north of La Farge in Vernon County. The property was the site of a U.S. Army Corps of Engineers dam and reservoir project on the Kickapoo River that was

abandoned around 1975. The Corps transferred ownership of approximately 7,400 acres to the State of Wisconsin in December, 2000. Additionally, 1,200 acres were transferred to the Bureau of Indian Affairs in trust for sites sacred to the Ho-Chunk tribe. A 1997 MOU between the state and the Ho-Chunk nation stipulates the entire acreage will be managed as one property.

Conservation fund (forestry account) appropriations support administrative functions for the Kickapoo Reserve Management Board. The Board is responsible for: (1) managing the land in the Kickapoo River valley to preserve and enhance its unique environmental, cultural, and scenic features; (2) providing facilities for the use and enjoyment of visitors to the Reserve; and (3) promoting the Reserve as a destination for vacationing and recreation.

The Board is appropriated \$785,300 SEG and 2.75 positions from the forestry account of the conservation fund annually in the 2021-23 biennium. In each year for 2021-23, the Board is authorized \$175,900 PR with 1.0 education coordinator position for services such as recreational and educational programming for the public and area schools, and \$73,600 tribal gaming PR with 0.25 position for law enforcement services such as conducting patrols and supervising limited-term officers the Reserve hires for much of its police needs. Revenues generated by the Reserve include camping and use fees, event and permit fees, agricultural lease revenue, timber harvest revenue and other miscellaneous revenues.

Of the forestry SEG budgeted for 2021-23, a portion is for annual aids in lieu of property taxes made to the local taxing jurisdictions. These aids are intended to compensate local municipalities and school districts for state acreage located in their jurisdictions, as these lands are exempt from property taxation. The aids are paid from a sum-sufficient forestry account appropriation. Payments \$296,400 in 2021-22.

Tourism and Arts COVID-19 Relief Funding

The federal Coronavirus Aid, Relief, and Economic Security (CARES) Act of 2020 provided assistance to states and certain municipalities to respond to severe economic disruptions prompted by the outbreak of the novel coronavirus causing COVID-19. In Wisconsin, the Governor throughout 2020 announced multiple programs funded by the CARES Act to support the tourism industry, nonprofit cultural organizations, or performance venues. Those grant programs are described in the following sections. Unless noted, the programs were operated by the Department of Administration.

Similar to the CARES Act, the federal American Rescue Plan Act (ARPA) was signed into law on March 11, 2021, for the purpose of nationwide economic relief from the COVID-19 pandemic. ARPA included the creation of the State Fiscal Recovery Fund (SFRF) to distribute relief funds directly to state governments. Additional relief funds were provided to tourism-related entities using this source.

In addition to the programs described in this section, certain businesses may have participated in additional assistance programs for small businesses. See the Legislative Fiscal Bureau's informational paper entitled, "Federal Coronavirus Relief Legislation -- Discretionary Funds."

Coronavirus Aid, Relief and Economic Security (CARES) Act

Tourism Relief to Accelerate Vitality and Economic Lift (TRAVEL) Grants Program. TRAVEL grants were awarded to Wisconsin's tourism promotion and tourism development organizations, such as convention and visitors bureaus, to support these organizations in resuming business operations and restoring economic

activity lost during the COVID-19 public health emergency. In October, 2020, Tourism announced grants totaling \$11.9 million for 158 recipients.

Two types of grant funding were provided: (1) funds to support the continuation of operations due to impacts of COVID-19; and (2) marketing funds to promote a safe and healthy experience for travelers and resident consumers amid the COVID-19 public health emergency. Maximum grants were to be \$500,000 per award or 25% of the applicant's average tourism marketing and development budget over the three previous fiscal years, whichever is less.

Lodging Industry Grants. A total of \$20.2 million was awarded to 663 recipients operating hotels and lodging businesses to mitigate revenue impacts of generally lower traveler volumes and to cover costs of implementing health and sanitation best practices.

Music and Performance Venue Grants. A total of \$17.3 million was awarded to 118 music and performance venues experiencing long-term closures during the COVID-19 public health emergency. Awards were intended not to exceed \$500,000 or 25% of 2019 ticket or event sales, whichever is less, and cover expenses made or revenues lost from March 1, 2020, and December 30, 2020. Based on the number of recipients and the amount available, the highest award amount was \$395,300. Multiple recipients were local or regional performing arts centers who would typically support artistic performances or resident arts groups.

Cultural Organization Grant Program. In November, 2020, nonprofit cultural organizations whose operations were negatively affected by COVID-19 were awarded \$15.0 million. Eligible organizations were those who, in addition to other criteria, are nonprofit, nongovernmental tax-exempt organizations with a primary mission of pro-

ducing, presenting, or exhibiting cultural disciplines such as music, dance, theater, literature, and the visual arts, or items of environmental or scientific interest.

Grants were intended to be not more than \$250,000 or 25% of the applicant's average operating revenues over the three previous fiscal years, whichever is less. However, based on the available funding and number of recipients, the maximum grant awarded was \$137,700. Eligible expenditures generally include: (1) employee compensation; (2) protective equipment for staff; (3) cleaning and sanitizing expenses; and (4) equipment to facilitate employee telework.

American Rescue Plan Act (ARPA) Funding

Of the \$2.53 billion provided to Wisconsin under the SFRF, the Governor allocated funds for multiple programs for the state's tourism, arts and cultural industry. In several instances, allocations were for the same or similar purposes or recipients as funding provided under the CARES Act. Allocated amounts included:

- \$72.3 million was provided to lodging and hospitality organizations;
- \$31 million for live event and entertainment small businesses;
- \$22.1 million for local tourism capital and infrastructure projects;
- \$15.1 million for destination marketing organizations;
- \$7.5 million to Tourism for increased marketing support;
- \$2.8 million for minor league sports teams;
- \$2 million for summer camps; and
- \$1 million for the Wisconsin Historical Society to assist in reopening historical sites.

Additional State Aid for the Arts

The CARES Act provided additional funding of \$75 million expiring September 30, 2021, to the NEA for grants to regional, state, and individual arts organizations to support general operating expenses of recipient organizations. Under the CARES Act, 40% of funding (\$30 million) was allocated to state and regional arts organizations, including the Wisconsin Arts Board, and 60% (\$45 million) was to be awarded directly to

individual organizations. Grant recipients were exempt from usually required match funding. Awards to state arts organizations were allocated as a flat amount per state plus an adjustment based on population.

The Arts Board received \$466,000 in additional aids, which it distributed to 98 recipients in July, 2020. Additionally, Arts Midwest awarded a total of \$78,000 to 12 recipients, and direct NEA funding of \$600,000 went to 12 recipients.

APPENDIX I

Joint Effort Marketing Grant Awards in 2021-22

<u>Event Name</u>	<u>Event Type</u>	<u>Amount</u>	<u>County</u>	<u>Organizer</u>
All Aboard for Osceola Tourism - Year 2	Sales Promotion	\$39,550	Polk	Osceola Historical Society
Antigo Lions Roaring Raceway Championship Off-Road Race	Existing Event	20,000	Langlade	Antigo Lions Club Inc.
Art & Chalk Fest 2022 A Live Arts Festival - Year 2	Existing Event	15,450	Washington	Museum of Wisconsin Art
Art at the Park - Year 2	Existing Event	5,000	Outagamie	Trout Museum of Art
Art Escape	New Event	29,763	Bayfield	Bayfield Chamber of Commerce and Visitor Bureau
Barron County Pro Rodeo Event - Year 3	New Event	17,313	Barron	Barron County Pro Rodeo Inc
Blue Ox Music Festival - Year 2	Existing Event	19,875	Eau Claire	Visit Eau Claire
Bourbon, Bluegrass & Brews	Existing Event	24,788	Pierce	River Falls Area Chamber of Commerce
Come Out and Play! Driftless Wisconsin - Year 3	Destination Marketing	7,841	Multiple	Driftless Wisconsin Inc
Coon Creek Canoe Race - Year 3	New Event	1,575	Vernon	Coon Valley Business Association
Country Fest 2022	Existing Event	30,000	Chippewa	Chippewa Falls Area Chamber of Commerce
Country Jam USA-Operation Head East - Year 2	Existing Event	39,500	Eau Claire	Visit Eau Claire
Crandon Rocks Labor Day Weekend - Year 2	Existing Event	30,000	Forest	Forest County Chamber of Commerce
DAS Fest USA - Year 2	New Event	24,500	Walworth	United Way of Walworth County
Destination Weddings in Oshkosh - Year 2	Sales Promotion	20,000	Winnebago	Visit Oshkosh
Dino Daze - Year 2	New Event	1,000	Green Lake	Green Lake Renewal.Inc.
Dirty Ninja Mud Run for Kids™ - Year 2	Existing Event	5,000	Washington	City of West Bend
Discover Polk County Wisconsin	Destination Marketing	13,075	Polk	Polk County Tourism Council
Eau Claire Marathon	Existing Event	39,500	Eau Claire	Visit Eau Claire
ElktoberFest	New Event	27,928	Sheboygan	Elkhart Lake Tourism
Fat Bike World Championships	New Event	10,150	St. Croix	BRF-Apex Cycling Inc
Fox Cities Rebranding – Fox Cities Originals – Year 3	Destination Marketing	35,000	Outagamie	Fox Cities Convention & Visitors Bureau
Frank Lloyd Wright Trail Relaunch	Destination Marketing	39,550	Multiple	Taliesin Preservation
Friends of Rapids Music Festival 2022 - Year 2	Existing Event	1,915	Wood	Friends of Rapids Music
Glass Lakeside Art Show & Sale Arts Festival	New Event	39,500	Winnebago	Bergstrom-Mahler Museum of Glass
Ice Carving Challenge 2022	New Event	14,250	Marinette	City of Marinette
J.R.R. Tolkien: The Art of the Manuscript	One-Time/One-of-a-Kind	27,825	Milwaukee	Marquette University
Jack-O'-Lantern Nights at Racine Zoo	New Event	39,550	Racine	Racine Zoological Society, Inc.
Mineral Point Blues and Roots Festival 2022 - Year 2	Existing Event	2,150	Iowa	Mineral Point Historical Society
Northern Wisconsin ATV/UTV Traveler Development Project - Year 2	Destination Marketing	39,550	Multiple	Antigo/Langlade County Chamber of Commerce & Visitors Center

APPENDIX I (continued)

Joint Effort Marketing Grant Awards in 2021-22

<u>Event Name</u>	<u>Event Type</u>	<u>Amount</u>	<u>County</u>	<u>Organizer</u>
Northwoods Fall Ride	Existing Event	\$30,000	Lincoln	Tomahawk Regional Chamber of Commerce
Oneida County Research Project: Diversity, Equity, Accessibility, Inclusion	Destination Marketing	39,550	Oneida	Let's Minocqua
Quad-County Trail Adventures	Destination Marketing	39,550	Oconto, Florence, Forest, and Marinette	Oconto County Economic Development Corporation Inc
Rib Mountain Adventure Challenge - Year 2	Existing Event	4,395	Marathon	Ironbull
Ride Across Wisconsin	Existing Event	39,550	Multiple	Wisconsin Bike Federation
Rock Fest 2022	Existing Event	30,000	Chippewa	Chippewa Falls Area Chamber of Commerce
Sledding in Sawyer County: A Snowmobile Friendly Community - Year 2	Destination Marketing	11,225	Sawyer	Hayward Lakes VCB
Stormy Kromer: Evolution of a Classic	One-Time/One-of-a-Kind	28,250	Marathon	Leigh Yawkey Woodson Art Museum
Taste N Glow Balloon Fest	Existing Event	29,663	Marathon	Wausau/Central Wisconsin Convention & Visitors Bureau
The Nature of Light: An Exploration After Dark	One-Time/One-of-a-Kind	28,250	Winnebago	Paine Art Center & Gardens
U.S. Open Chainsaw Sculpture Championship	Existing Event	30,000	Eau Claire	Visit Eau Claire
Vilas County Demographic Traveler Research and Branding Project	Destination Marketing	39,550	Vilas	Vilas County Tourism & Publicity
Visit Marshfield Branding Campaign - Year 3	Destination Marketing	12,750	Wood	Visit Marshfield
#welovethenorthwoods Regional Marketing Campaign - Year 3	Destination Marketing	28,000	Multiple	Let's Minocqua
Whitewater Storytelling Festival - Year 2	New Event	1,850	Walworth	Whitewater Chamber of Commerce
Winter Wonders 2021: Boerner Bigger and Brighter - Year 3	New Event	16,638	Milwaukee	Friends of Wehr Nature Center, Inc.
Wisconsin Art Museums Collaboration	Destination Marketing	39,550	Statewide	Paine Art Center & Gardens
Wisconsin Arts and Peony Festival	Existing Event	7,381	Dodge	Beaver Dam Chamber of Commerce
Wisconsin River Pro Rodeo	Existing Event	<u>12,750</u>	Lincoln	Lincoln County Rodeo Association
Total		\$1,130,000		

Note: Awards listed were made in 2021-22 and will be reimbursed mostly in 2022-23. As such, award amounts do not match JEM grant expenditures for 2021-22 shown in Table 4.

APPENDIX II

Ready, Set, Go! Grant Awards

<u>Event Name</u>	<u>Awarded</u>	<u>County</u>	<u>Recipient Organization</u>
2020-21			
2022 U.S. Olympic Time Trials - Long Track	\$20,000	Milwaukee	Visit Milwaukee
2021 USA Climbing National Championships	20,000	Dane	Madison Area Sports Commission
Tackle Warehouse TITLE Pro Circuit Championship	20,000	La Crosse	La Crosse County Convention & Visitors Bureau
Battle at the Bay/World Series of Ice Drags	10,000	Brown	Greater Green Bay Convention & Visitors Bureau
Kenosha Marathon	10,000	Kenosha	Kenosha Area Convention & Visitors Bureau
National Professional Fishing League Bass Tournament	10,000	Winnebago	Oshkosh Convention & Visitors Bureau
2022 College Table Tennis National Championships	8,740	Eau Claire	Eau Claire Area Convention & Visitors Bureau
2021 Baseball Players Association Dairyland Baseball Series	7,275	Multiple	Visit Beloit
2021 Elite One Cup Qualifier	<u>5,982</u>	Outagamie	Fox Cities Convention & Visitors Bureau
Total	\$111,997		
2021-22			
United States Senior Open Championship	\$30,000	Portage	Stevens Point Area Convention & Visitors Bureau
American Cornhole Organization Heroes Cup	20,000	Brown	Discover Green Bay
Olympic Team Trials and U.S. Boxing National Championships	20,000	Dane	Madison Area Sports Commission
IIHF U18 Women's World Ice Hockey Championships	10,000	Dane	Madison Area Sports Commission
Women's Para Ice Hockey World Challenge	10,000	Brown	Discover Green Bay
Great Lakes Watercross Series - Kenosha and Racine/Mt. Pleasant	6,512	Kenosha	Visit Kenosha
Wisconsin United Football Club Patriot Cup	<u>6,250</u>	Outagamie	Fox Cities Convention & Visitors Bureau
Total	\$102,762		

APPENDIX III

Meetings Mean Business Grant Awards

<u>Event Name</u>	<u>Awarded</u>	<u>County</u>	<u>Recipient Organization</u>
2020-21			
Going on Faith Conference	\$20,000	Brown	Greater Green Bay Convention & Visitors Bureau
Sports Broadcast Symposium and Dream Job Competition	<u>7,230</u>	Rock	Beloit Convention & Visitors Bureau
Total	\$27,230		
2021-22			
Travel Blog Exchange (TBEX) North America	\$30,000	Eau Claire	Visit Eau Claire
Wisconsin Golf Travel Showcase	29,488	Portage	Stevens Point Area Convention & Visitors Bureau
National Association of Congregational Christian Churches Annual Meeting & Conference	20,000	Waukesha	Visit Brookfield
World Congress Genetic Applied Livestock Production	20,000	Dane	Destination Madison
Health Physics Society Annual Meeting	10,000	Dane	Destination Madison
Supreme Session	5,000	Dane	City of Middleton
North American Maple Syrup Council 2022 Annual Meeting	<u>2,750</u>	La Crosse	Explore La Crosse
Total	\$117,238		

APPENDIX IV

Tourist Information Center Grant Awards in 2021-22

<u>Organization</u>	<u>County</u>	<u>Amount</u>
Antigo/Langlade County Chamber of Commerce & Visitors Center	Langlade	\$500
Beloit Convention & Visitors Bureau	Rock	14,446
Burlington Chamber of Commerce	Multiple	3,092
Cable Area Chamber of Commerce	Bayfield	1,401
Destination Door County	Door	15,000
Explore La Crosse	La Crosse	3,636
Friends of the Center Alliance	Ashland	6,605
Hayward Lakes Visitors and Convention Bureau	Sawyer	1,901
Kenosha Area Convention & Visitors Bureau	Kenosha	15,000
Madeline Island Chamber of Commerce	Ashland	1,192
Marinette Recreation Department	Marinette	8,402
Platteville Chamber of Commerce	Grant	13,492
Polk County Tourism	Polk	8,401
Prairie du Chien Chamber of Commerce	Crawford	15,000
Racine County Convention and Visitors Bureau	Racine	10,439
Stevens Point Area Convention & Visitors Bureau	Portage	8,401
Superior-Douglas County Chamber	Douglas	15,000
Visit Milwaukee	Milwaukee	1,191
Washburn County Tourism Association	Washburn	1,901
Wisconsin Dells Visitor and Convention Bureau	Multiple	<u>15,000</u>
Total		\$160,000